

What is claimed is:

1. A backing material for medical use with a pressure-sensitively adhesive coating on at least one side, having an ultimate tensile stress strength of at least 800 cN/cm and a bond strength to the reverse of the backing of not less than 10 cN/cm, the latex-free, cold seal composition applied to the backing material comprising one or more block copolymers having a styrene content of less than 65% by weight and

5 having a $\tan \delta$ of less than 0.4 at a temperature of 25°C and a frequency of 100 rad/s.

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2. The backing material as claimed in claim 1, wherein the cold seal composition is constructed on a block copolymer basis, especially A-B or A-B-A block copolymers or mixtures thereof, phase A being principally polystyrene or its derivatives and phase B being ethylene, propylene, butylene, butadiene, isoprene or mixtures thereof, with particular preference ethylene, propylene and butylene or mixtures thereof.

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3. The backing material as claimed in claim 1 or 2, wherein the overall styrene content in the polymer is less than 40% by weight, with particular preference from 3 to 35% by weight.

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4. The backing material as claimed in any of claims 1 to 3, wherein the cold seal composition has a dynamic-complex glass transition temperature at a frequency of 0.1 rad/s of less than -30°C, preferably of less than -50°C, with very particular preference from -55°C to -150°C.

5. The backing material as claimed in any of claims 1 to 4, wherein the cold seal composition is applied partially and/or foamed with an inert gas.

6. The backing material as claimed in any of claims 1 to 5, wherein the cold seal composition is applied by halftone printing, thermal screen printing or gravure printing.

7. The backing material as claimed in any of claims 1 to 6, wherein the cold seal composition is applied in the form of polygeometric domes to the backing material.
8. The backing material as claimed in any of claims 1 to 7, wherein the cold seal composition is coated on the backing material with a coating weight of more than 3 g/m², preferably between 6 g/m² and 180 g/m², with very particular preference between 9 g/m² and 140 g/m².
9. The backing material as claimed in at least one of the preceding claims, wherein the ultimate tensile stress elongation of the backing material is less than 300%, preferably from 5 to 100%, from 50 to 150% or from 150% to 250%, with particular preference less than 30%, and/or the ultimate tensile stress strength is from 1 000 to 22 000 cN/cm.
10. The backing material as claimed in at least one of the preceding claims, wherein the bond strength of the coated backing material is between 0.4 N/cm and 3.0 N/cm.
11. The backing material as claimed in at least one of the preceding claims, wherein the pressure-sensitively adhesively coated backing material following application is enveloped or is provided with a wound contact material or padding.
12. The backing material as claimed in at least one of the preceding claims, wherein the pressure-sensitively adhesively coated backing material is sterilized, preferably by means of γ (gamma) radiation.
13. The use of a backing material as claimed in at least one of the preceding claims for medical products, especially plasters, medical fixations, wound coverings, orthopedic or phlebological bandages, and dressings.
14. The use of a backing material as claimed in at least one of the preceding claims for reversible technical fixations which are removable without damaging the substrate.